



## AutoZone Greater Memphis Area Grant Application

### Organization Information

Complete the following information to be considered for an AutoZone Greater Memphis Area charitable grant. You may want to prepare your answers in advance and paste responses into the fields.

Legal Name of Organization	Memphis Shelby Crime Com
Other name or acronym your organization operates under	MSCC
501(c)(3) #	780009901 (tax exempt #)
Mailing Address	600 Jefferson Street, Suite 41
City	Memphis
State	TN ▼
Postal Code	38105
Phone Number (901) 123-4567	9015272600
Website	memphiscrime.org
Primary Email Address	bpinnolis@memphiscrime.org

### Provide the following information for the organization's primary contact.

Prefix Mr., Ms., Dr., etc.	Ms.
First and Last Name	Brona Pinnolis
Position Title CEO, Executive Director, etc.	VP, Strategic Implementation
Phone Number (901) 123-4567	901-507-4192
Email Address	bpinnolis@memphiscrime.org

### Provide the following information for the organization's secondary contact.

Prefix Mr., Ms., Dr., etc.	Ms.
First and Last Name	Linda Russell
Position Title Development Director, Program Director	VP, Communications & Deve
Phone Number (901) 123-4567	901-527-2600
Email Address	lrussell@memphiscrime.org

### Provide current or past involvement by AutoZone and/or AutoZoners. Please include:

- Year(s) received support
- Description of AutoZone participation (programs funded, events sponsored, AutoZoners involved, etc.)

Autozone has graciously supported the Crime Commission during the following years with general operating fund support: 2007, 2008, 2009, 2010, 2011, 2013, and 2014. In 2016, an AutoZone grant contributed to an earmarked effort to bring in a consultant for the Memphis Police Department.

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### Please state the purpose of your organization.

The Memphis Shelby Crime Commission (MSCC) is a 501(c)(3) non-profit corporation created to provide research and best practices information related to crime reduction. Over the years, that mission grew to include a specific plan of action known as Operation: Safe Community (OSC), now in its third 5 year iteration. The plan focuses attention on best practices in arenas that could have a significant impact on local crime. The plan commenced in January 2017 and encompasses 5 goals and 16 objectives aimed at key problem areas that feed crime rates. The MSCC serves as a catalytic entity bringing together groups from all sectors of the community and publishes monthly crime data. The MSCC has also embarked on a new joint venture with the University of Memphis (U of M), which has created the Public Safety Institute (PSI). The Institute draws on researchers from multiple disciplines and is primarily responsible for rigorous academic evaluation of all objectives under the OSC-3 plan.

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**Describe who you currently serve and specify the resources, services and / or opportunities you provide in the Greater Memphis Region.**

The MSCC is not a programmatic entity; rather, it serves as a policy think tank and convener and facilitator of agencies that do provide services in an effort to reduce silos and bring about the most effective change based on implementation of evidence-based or evidence-informed best practices. The OSC-3 plan was developed with input from approximately 500 citizens and approved by the board of directors of the Crime Commission, composed of 50 community leaders equally divided between the public and private sectors. The efforts of our organization serve the greater interests of the entire Shelby County citizenry. Additionally, the MSCC serves as a non-profit organization that can direct charitable giving to specified areas of greatest need related to issues of public safety. The OSC-3 plan is designed to be evolutionary; as ongoing evaluations occur, the plan can be amended when an evaluation warrants a change of course with regard to goals, objectives, or outcome measurements.

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**Describe, in list form, your staff composition.**

- paid full-time staff
- number of paid part-time staff
- number of volunteers
- contractors, interns and other support

Bill Gibbons, President (Employed by the University of Memphis and serves simultaneously as Director of the Public Safety Institute);  
 Linda Russell, Vice President, Communication & Development (Employed by the University of Memphis and simultaneously serving as Chief Administrator of the Public Safety Institute);  
 Harold Collins, Vice President for Community Engagement (MSCC full-time employee)  
 Brona Pinnolis, Vice President for Strategic Implementation (MSCC full-time employee)  
 Sharon Walker, Executive Administrative Assistant (MSCC full-time employee)  
 Janice Jones, Finance Administrative Assistant (MSCC part-time employee).  
 The MSCC does not currently have any volunteers, contractors, or interns engaged, other than the volunteer board of directors. However, the MSCC works collaboratively with numerous community and neighborhood-based volunteer groups. In addition, last year, approximately 500 citizens provided input into the development of the new Operation: Safe Community plan spearheaded by the MSCC.

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**Identify the geographic scope of your service(s) and / or outreach. Describe where your programs and / or outreach takes place and why.**

The work of the MSCC reaches the entire Shelby County community. One of the core concepts behind the work of the MSCC is collective impact and collaboration, which requires county-wide involvement to reduce crime levels. It is not sufficient to move crime out of one area only to have it resurface in an adjacent geographic area. We work with public and private entities both within the city limits of Memphis and the surrounding areas of the county, both unincorporated parts of Shelby County as well as other municipalities within the county.

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**What are your organization's top three (3) priorities? Explain why and how you pursue these goals.**

Through 2021, the top three priorities are:

- a. Implement OSC-3 with fidelity to process and transparent outcomes: In order to determine if what we are doing works, we must first implement the objectives with fidelity and then measure the outcomes. In prior versions of OSC, too many outcomes were left to self-reporting. By establishing agreed upon metrics at the outset, we are in a better position to measure outcomes by more objective criteria and provide practitioners with appropriate guidance on what is working and what might need adjustment. The ultimate goal for all is the reduction and prevention of crime in our community and, therefore, everyone must continue to recognize the importance of measurable successes.
- b. Inaugurate and support the Public Safety Institute at the University of Memphis (U of M) as a respected research and evaluation source for crime reduction and prevention best practices: Part and parcel of the measurement of outcomes, mentioned above, is academically rigorous evaluation. The PSI is a new entity, and its establishment and growth is imperative to fulfilling the goals set forth in the OSC-3 plan. Under an agreement between the U of M and the Crime Commission, the PSI will provide in-depth evaluation of all components of the OSC-3 plan. This effort requires creating both the expectation of strenuous review as well as the means to engage in that review with the production and maintenance of meaningful data. The PSI will not be limited to evaluation of the OSC plan, however. It is anticipated that the institute will eventually be capable of and will provide research and evaluation services in the criminal justice arena to other locales as well. Additionally, the PSI will help inform the community about best practices through the hosting of symposia on selected topics related to the field.
- c. Assist our community and governmental partners in increasing their capacity to perform needed services to help continue reductions in crime rates in our community: As a policy organization, the MSCC recognizes that the capacity of those agencies and organizations that actually provide services is of utmost importance. Whether speaking of the need to ensure an adequate law enforcement presence, provide alternative resources to combat juvenile crime or domestic violence, or assist those returning from incarceration in re-establishing themselves as law-abiding citizens, the MSCC will continue to work with these organizations, public and private, to help pursue funding opportunities and to break down the silos into more collaborative, collective impact efforts.

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**What is your organization's annual operating budget? Please list the top five (5) allocations.**

Annual operating budget for FY 2017 is \$1,143,050.00. The top five allocations for the year are:

1. Payments to University of Memphis for PSI: \$505,000.
2. Salaries: \$235,000.00
3. Consultant Fees: \$207,500.00
4. Rent: \$43,000.00
5. Employee Benefits: \$25,850.00

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**Grant Information****Provide the following information about your request.****Notes:**

If you have multiple requests, please complete a separate application for each request. A maximum of two (2) requests will be accepted.

Amount requested: \$100,000 for this year (\$300,000 total)

Project title: Memphis Shelby Crime Commission

Start and end date, if applicable: September 2017-ongoing

Total budget for project: \$1,143,050.00 (annual operat

Check the primary area your proposal will address:

- ☐ Education: Early childhood, K-12, higher education
- ☐ Youth Development: After school/ summer programs, preparation for college/ career, youth engagement, etc.
- ☐ Social Services: Hunger, homelessness, safety net, child protection, etc.
- ☐ Livability: Parks, tourism, neighborhood enhancement/ growth, etc.
- ☐ Arts and culture: Capital campaign gifts only. Please refer to ArtsZone Grants for annual funding.
- ☒ Other

**Select the category that describes the requested funds.**

- ☐ Capacity-building
- ☐ Capital
- ☐ Endowment
- ☐ Event
- ☒ General Operating
- ☐ Project
- ☐ Program
- ☐ Other, please specify

**Describe the programs or services for which you're seeking funding: What are the goals of this particular program(s)?**

With the advent of the MSCC-University of Memphis (U of M) Public Safety Institute collaborative, operating expenses for the Crime Commission have risen significantly. This funding request is therefore not related to a specific program or service; rather, it is designed to assist with fulfilling the overall operating costs associated with these new obligations undertaken by the Crime Commission. The MSCC was assisted in this endeavor by the Plough Foundation providing seed money, contingent on the Crime Commission's ability to raise a certain level of additional funds.

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**How do you measure the effectiveness of the program(s) for which you seek funding?**

Success for the MSCC/PSI partnership is gauged by facilitating implementation of the OSC-3 plan, ongoing collection and evaluation of data, and partner responsiveness to what the data shows. Program deliverables relate to implementation of the plan, including close monitoring of agreed upon metrics for each of the 16 plan objectives. This includes quarterly reporting on each objective as well as periodic evaluation of the data as it is presented. It is anticipated that the objective owners (various organizations both public and private) will continue to provide data as agreed upon and collaborate in revising their programming as needed in response to data. Further, the MSCC is committed to working with the PSI in establishing itself as a research and evaluation entity in the field of public safety and criminal justice. The MSCC, in collaboration with the U of M, expects to have the PSI fully operational with numerous evaluations under its belt within the next two to three years. The PSI will be conducting interim evaluations of the objectives set forth in the OSC-3 plan. Additionally, the PSI will have conducted, at a minimum, one annual symposium or colloquia related to public safety topics. Needless to say, the ultimate goal is reducing and/or preventing crime, so all aspects of the data being gathered focus on plan outcomes related to crime reduction. However, in order to attain these larger goal outcomes, each objective must be measured as part of the whole.

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**Describe the key partnerships you have in place with other nonprofits, businesses, educational institutions, civic organizations and/ or government to advance the goals of this project or program?**

- o Research activities are coordinated by the Public Safety Institute (PSI) at the University of Memphis (U of M), as noted above. The PSI will evaluate the success of each of the 16 objectives in the OSC-3 plan (2017-2021).
- o The MSCC works closely with all levels of government in implementing different components of the OSC-3 plan. The MSCC additionally works with a plethora of organizations as noted (nonprofits, businesses, etc.) to implement the plan.

**Explain the infrastructure, technology, personnel and/or other investments or growth anticipated in the next 2-3 years.**

The MSCC spearheads the crime reduction plan known as Operation: Safe Community. Now in its third iteration, OSC-3 (2017-2021) is focused on actions we believe can have an immediate impact on reducing crime rates. Part of this effort is ongoing evaluation through the Public Safety Institute. The PSI was established in September 2016 at the same time Bill Gibbons came on board as president of the Crime Commission. He simultaneously serves as director of the PSI. To further enhance the work of the Commission, the MSCC also hired former City Councilman Harold Collins as vice-president for community engagement, who came on board with the MSCC as a consultant in March 2016 and moved to his current position in September 2016. Dr. Angela Madden was hired as Research Associate Professor of the Public Safety Institute and is primarily responsible for evaluation of the OSC-3 plan as well as assisting partners with identifying appropriate metrics. Additionally, the work of the MSCC is supported by two additional vice presidents addressing implementation of the plan as well as communications and development. The MSCC has a support staff of one full time executive administrative assistant and a part-time financial assistant. The MSCC also works closely with the Memphis Police Department, assisted by an MPD liaison. As noted above, the PSI is expected to be fully operational with numerous evaluations of the OSC-3 plan under its belt within the next two to three years. The PSI, as it becomes more established, will draw from additional resources within the university including both the School of Law and the Department of Criminology. It is also anticipated that the MSCC/PSI will establish collaborative endeavors with other institutions of higher learning, including those local and in other jurisdictions. The MSCC will continue to work with its partners and seek additional resources out in the community that may be able to help reduce and/or prevent crime by serving as a catalyst and convener for various organizations with common goals.

**How might you engage AutoZone employees or "AutoZoners," in your organization?**

One of the main things employees or Autozoners can do to help reduce crime is to join and engage in their local neighborhood watch groups (NWGs). These groups help bring both problem properties and problem people to the attention of law enforcement and/or code enforcement, which helps reduce crime. Additionally, those participating in NWGs have a better understanding of how law enforcement works and are more likely to cooperate when needed in prosecuting cases. Those engaged in NWGs feel more connected to their neighbors and communities and can have a real impact on how the police handle crime in their locales. We would also urge employees and Autozoners to participate in community meetings related to public safety topics, those sponsored by the Crime Commission, the Public Safety Institute, and others.

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